



Mid City Merchants 24th Annual Winter Art Festival

DATE: Friday, November 19, 2021

TIME: 6 p.m. until 10 p.m.

COST: \$400.00

EARLY INCENTIVE FEE: \$300.00 if received by Friday, October 8, 2021.

The MCM Cultural District Committee has begun planning for our association's 24th annual winter art festival, WHITE LIGHT NIGHT. This hugely successful and fun-filled evening brings thousands of art lovers into our business area and, as a member, affords you the opportunity to increase your visibility and sales to the public.

The purpose of our art festival is tri-fold. First, we want to bring people into Mid City. Second, we want them to find their way to your business. Third, we want them to become repeat customers. As a kick-off to the Christmas shopping season, this is an opportunity to introduce your business to a brand new audience, while continuing to build the relationship with the one you already have.

Ensuring everyone's safety throughout this evening of celebration of community and art is our first priority. We ask that all attendees observe any state and local guidelines as they relate to health, safety, and welfare of the public.

Final deadline to sign up and be guaranteed exposure in printed posters is *Friday, November 5, 2021*. Payment must be submitted along with your application by this date. Your MCM annual dues for 2021 must be paid in order to participate in this event.

What else do you have to do? Book one or more artists who agree to be on-site during the evening of November 19th to show their original art. Allow appropriate and prominent space for the artist. Provide refreshments for the public. We are also asking that you decorate the outside roofline/sign of your business in white lights. This is the theme of the event and will help identify your participation.

Mid City Merchants' website, www.midcitymerchantsbr.org, allows for better promotion of the event and your business. We will offer opportunities for our merchants to "piggy-back" our social media efforts, self-promoting their business, artists and the event. Additional information about this will be available soon.

Each participating Merchant will receive: Save-the-date cards, digital maps, Facebook and Instagram links, and posters. Informational and planning outlines for merchants will also be available.

60% of your participation fee is dedicated to marketing and promotion of the event. Proceeds from the event will be dedicated to the Public-Art-Fund for Mid-City.

We are looking forward to a successful event with your participation. Please email info@midcitymerchants.com with questions or requests for additional information.

Sincerely,
Tasha Daigle
Cultural District Chair



APPLICATION:
Mid City Merchants 24th Annual Winter Art Festival

Visit our new website at www.midcitymerchantsbr.org for ONLINE sign-up and easy credit card payment (**ONLINE REGISTRATION IS PREFERRED**)

Please include this form with your check and provide the following information:

BUSINESS NAME _____

FIRST NAME _____ LAST NAME _____

ADDRESS _____

EMAIL _____ PHONE _____

NAME(S) OF ARTIST AND MEDIUM (approx. 60 characters for entire listing):

NAME OF LIVE ENTERTAINMENT/PERFORMANCE: _____

_____ \$300.00 **EARLY INCENTIVE** UNTIL FRIDAY OCTOBER 8

_____ \$400.00 PAYMENTS RECEIVED AFTER FRIDAY OCTOBER 8

- I agree to the COVID guidelines
- I agree to the city and state alcohol event permit guidelines listed below.

_____ I AM NOT INTERESTED IN PARTICIPATING IN THE ART HOP BUT WOULD LIKE TO BE A SPONSOR (FINANCIAL OR IN-KIND DONATION). Participation level descriptions to follow via separate communication.

\$600.00 _____

Please mail this form and event check off to: Mid City Merchants, PO Box 64863, BR, LA 70896